

Title: Acquiring user preferences for e-shop

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Abstract: The goal of this thesis is to create e-shop /in medical domain (sector), but useable in other domains (sectors)/. We use implicit metod for acquiring user preferences. By the help of this method the products are ordered from most preferred to less preferred for registered user. In case that user will choose some interesting category of products, then products are listed from maximum to less preferred in that category. It creates feedback about popularity of products for individual users and the producer gets information about interest of products in the market place and administrator can change positions of products in e-shop base on popularity.

Keywords: user preferences, internet shop, user's favorite's products